Qualitative vs. Quantitative Quick Reference

If your research question asks...	Use This Method	Example Topic
How do people feel or experience something?	Qualitative	Student experiences with online learning
Why does a behavior or issue occur?	Qualitative	Causes of workplace burnout among nurses
How do individuals describe a social issue?	Qualitative	Social media and teenage mental health experiences
What are people's opinions or perspectives?	Qualitative	Teacher perceptions of AI in classrooms
How many, how much, or how often?	Quantitative	Social media usage among teenagers
Is there a relationship between variables?	Quantitative	Sleep quality and academic performance

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Does one factor affect another?	**Quantitative**	**Impact of remote work on productivity**
What percentage or statistical trend exists?	**Quantitative**	**Student preference for online learning**

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